

Applicant: Mittman et al. Examiner: Yehdega Retta Serial No.: 09/922,425

Art Unit: 3622

Filed: August 3, 2001 Docket: 02-346-**B**

CERTIFICATE OF FIRST CLASS MAILING UNDER 37 CFR 1.8

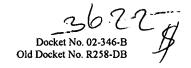
- . The undersigned hereby certifies that the following:
- 1. RESPONSE TO OFFICE ACTION

is being deposited with the U.S. Postal Service on the date subscribed below, with sufficient postage as first class mail, in an envelope addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Donna Miller

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Mittman et al.

Serial No. 09/922,425

Filed: August 3, 2001

MEDIA PURCHASE GOAL

CORRELATION SYSTEM

PATENTS

Primary Examiner: Yehdega Retta

Art Unit 3622

RESPONSE TO OFFICE ACTION

Honorable Commissioner of Patents and Trademarks **BOX RESPONSES NO FEE** Washington, D.C. 20231

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Sir:

Responsive to Office Action Number 1 mailed August 5, 2002, Applicant responds as follows:

Claim Rejections 35 U.S.C. §112

2. The Examining Attorney has rejected Claims 1-8 under 35 U.S.C. §112, first paragraph, as containing subject matter which is not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventors, at the time the application was filed, had possession of the claimed invention. The Examining Attorney has stated that "... the specification does not teach how the Internet website address being accessed by the user relates to the media purchase."

As can be see in three of the clauses of Claim 1, the Internet website is included in the media purchase:

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